

# Catalog SOP: Seller Fulfilled Prime Deactivation

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**Who is this for?** This is for Amazon sellers who are enrolled in the Seller Fulfilled Prime program or planning to enroll in the program. It is also for sellers who have been suspended from the program due to poor performance and want to reinstate their eligibility.



**Objective:** This outlines the requirements and guidelines for maintaining Seller Fulfilled Prime status on Amazon. It also provides a plan of action for sellers who have been suspended from the program due to falling below the performance metrics.

Seller fulfilled Prime a special program where seller-fulfilled offers display a prime badge. It has several requirements and sellers enrolled in this program are supposed to comply with these requirements all the time. When some of the metrics go below or above the accepted rate, Amazon will deactivate the seller-fulfilled prime benefits for the seller.

“Seller Fulfilled Prime allows you to list your products as Prime-eligible and handle the fulfillment yourself. You can display the Prime badge on the products you already ship directly to customers with two-day shipping and free standard shipping.

See more information about [eligibility](#) and [program requirements](#) for Seller Fulfilled Prime.”

Seller Fulfilled Prime Requirements:

In order to maintain the Seller Fulfilled Prime status, you must continually satisfy the following criteria:

- **Maintain a Professional selling plan:** You must have an account with a Professional selling plan, and the account must be active and in good standing.
- **Purchase Shipping from Buy Shipping Services:** You need to purchase a minimum of 99% of all shipping labels through Buy Shipping Services, either through the Buy Shipping tool on the Manage Orders page or through the [Merchant Fulfillment API](#).
- **Carrier Pickup Time:** Use at least one of the approved Buy Shipping Service carriers UPS, USPS, OnTrac, or FedEx.
  - For Standard or Two-Day Shipping orders, carriers must pick them up at the seller's location at or after 4:00 p.m. local.

In addition, sellers must meet or exceed the following performance:

- An On-Time Shipment rate of at least 99% on Prime orders
- Use of Buy Shipping Services for at least 99% of Prime orders
- A Cancellation rate of no more than 0.5% on Prime orders
- An On-Time Delivery rate of at least 97% on Prime orders where shipping was purchased outside of Buy Shipping Services
- Nationwide delivery coverage for all standard-size products on Prime-enabled shipping templates.
- Weekend operation six days a week (either Monday through Saturday or Sunday through Friday).
- Weekend delivery six days a week for standard-sized Prime products (either Monday through Saturday or Sunday through Friday).
- Meet [delivery speed targets](#) for One-Day and Two-Day delivery promises.

If your performance metrics fall below the required levels, you will no longer be eligible for Seller Fulfilled Prime but can continue selling items on Amazon without Prime badging. Sellers whose metrics improve may be eligible to re-apply for Seller Fulfilled Prime.

Plans of Action can be submitted by clicking the **Create POA** button on the [Seller Fulfilled Prime Performance](#) dashboard.

### Seller Fulfilled Prime Performance

The screenshot shows the 'Program Eligibility Scorecard' for Seller Fulfilled Prime. The status is 'Prime Suspended', with a warning icon and a message: 'Your products have stopped displaying the Prime badge for your SKUs as your Prime status is suspended.' A red box highlights the 'Create POA' button, with a red arrow pointing to it from the text below. The main message states: 'Your SFP program eligibility was suspended.' The suspension reason is based on 7-day performance across On-Time Shipment, Buy Shipping usage, Cancellation Rate, and Delivery Speed (standard size and oversize) metrics. A 'What to do next?' section lists four steps: 1. Download the SFP Defects Report, 2. Learn how to structure your plan of action (POA), 3. Fill out a POA, and 4. Wait for a response. A tip suggests creating a POA on time to avoid future suspensions. A footer note mentions a technical issue resolved on 4/01/2022.

### TEMPLATE:

The Root cause(s) that led to suspensions:

1. Our SFP was suspended due to our on-time shipment rate falling below 99%.
2. We failed to communicate with USPS and UPS and neglected to drop the packages at a USPS warehouse in the appropriate amount of time needed for the orders to be shipped out on time, due to lack of manpower.
3. These issues caused our SFP rate to fall below 99%.

What have you done to resolve the issue?

We have come together with all warehouse personnel to discuss the issue we have recently faced. Every employee in the warehouse is now aware prime orders have priority.

1. We hired a new employee and started the night shift to meet the fulfillment promises.
2. We have trained our warehouse staff to prioritize prime orders.
3. We have revised our order management system to print prime order labels first and ship them out regularly.
4. We have contacted carrier companies to pick up the orders twice a day.

Furthermore:

We hired an Amazon schedule manager who will specifically ensure that shifts are scheduled correctly during busy times, to ensure all orders go out on time and are prioritized.

What actions will you be taking to prevent poor shipping performance?

1. We will pause SFP listings anytime we become aware that staffing will not be sufficient in order to not let down Amazon's customers.
2. We have communicated with our shipping carrier to ensure that all orders are picked up on time.

3. We have trained our staff to prioritize SFP orders - this will make sure these are the first orders PROCESSED and will be the first to be picked up.

4. Our staff will prioritize SFP orders and have been trained on SFP requirements.

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